

CHOICE BASED CREDIT SYSTEM WITH OBE PATTERN

FOR THOSE WHO HAVE JOINED FROM THE ACADEMIC YEAR 2021-22 ONWARDS

ADDITIONAL CREDIT COURSE

[MBA MAJOR STUDENTS]

Sem	Part	Subject	Code	Hrs.	Addl. Cr.	Exam (Hrs)	Marks	
							Int.	Ext.
III	ACC	Soft Skills – I	218004301	2	1	3	25	75
IV	ACC	Soft Skills – II	218004401	2	1	3	25	75

Add.Cr.Course

SOFT SKILLS – I
[For MBA Major Students]
SEMESTER III

Code: 218004301

2Hrs/week

Addl. Credit 1

Preamble:

- *To help students to learn and get practical knowledge in the fundamentals of corporate communication.*
- *To familiarize the learners with all the basic concepts and components of management skills.*
- *To develop their critical and analytical thinking skills.*

Aims:

- *To make the learners use language effectively in academic /work contexts.*
- *To speak fluently and accurately in formal and informal communicative contexts.*

UNIT –I: Communicative Competence

[6 Hrs]

- Defining communication – Process and Types (Formal and Informal)
- Body Language
- Conversational English: Inviting, Congratulating, Apologizing, Consoling

UNIT – II : Soft Skills

[6 Hrs]

- Definition and Importance of Soft skills – Exhibiting personal soft skills-
- Self discovering- SWOT analysis – Personality development
- Developing positive thinking and attitude – goal setting

UNIT – III: Interview skills

[6 Hrs]

- CV Writing
- Group Discussion- Do's and Don'ts
- Aptitude – Logical Reasoning
- Types of Interview – STAR techniques – Mock Interview

UNIT – IV: Management Skills

[6 Hrs]

- Team Management – Effective Scheduling- Difficulties in Time Management
- Stress Management – case study

UNIT – V: Corporate Communication

[6 Hrs]

- Listening to Ted Talks / Podcasts – Small Talk
- Public Speaking - Negotiation skills
- Jargon – Unfamiliar terms – Abstract words – Nonexistent terms

REFERENCES:

01. Venkatesh, S, *English for Elegance and Excellence*, Shanlax Publications, 2020.
02. Mohan, Krishna and Meena Banerji, *Developing Communication Skills*. Trinity Press, 2018.
03. Krishnaswamy N and Manju Dhariwal. *Mastering Communication skills and Soft skills*. Bloomsbury, 2015
04. Alex, k. *Soft Skills*. Chand and Company, 2011.

WEB RESOURCES:

01. <https://www.ted.com/talks>
02. <https://www.fluentu.com/blog/english/esl-english-podcasts/>
03. <https://www.youtube.com/c/TED/videos>

Add.Cr.Course

SOFT SKILLS – II
[For MBA Major Students]
SEMESTER III

Code: 218004401
2Hrs/week
Addl. Credit 1

Preamble:

- *To help students to learn and get practical knowledge in the fundamentals of corporate communication.*
- *To familiarize the learners with all the basic concepts and components of management skills.*
- *To develop their critical and analytical thinking skills.*

Aims:

- *To make the learners use language effectively in academic /work contexts.*
- *To speak fluently and accurately in formal and informal communicative contexts.*

UNIT –I: Presentation skills [6 Hrs]

- Purpose and types of presentation
- Brainstorming sessions & feed back
- Language and choice of words, voice modulation
- Classification of etiquette (personal, business, dining, interview, telephonic)

UNIT – II: Reading Comprehension [6 Hrs]

- Introduction to a variety of reading passages
- Tackling questions
- Critical reading and inferential reading

UNIT – III: Professional Writing [6 Hrs]

- Business Letters (sales letter- enquiries- orders- letters of complaint- claims and adjustments) and E- mail writing
- Memorandum – Report Writing
- Writing for Newsletter

UNIT – IV: Problem Solving & Decision Making [6 Hrs]

- Meaning & features of Problem Solving
- Managing Conflict –Conflict resolution
- Methods of decision making –Effective decision making in teams

UNIT – V: Leadership Skills [6 Hrs]

- Team-Building
- Leadership Traits – influencing – coaching- Empowerment- Team management skills

REFERENCE BOOKS:

1. Raman, Meenakhshi, and Prakash Singh, *Business Communication*. O U P, New Delhi, 2008.
2. Alex, k. *Soft Skills*. Chand and Company, 2011.

Addl.Cre.Course

COMMUNICATIVE ENGLISH PAPER – I

[For MBA Major Students]

SEMESTER I

Code: 218004101

2 Hrs/Week

Addl. Credit 1

Objectives:

- ✍ **To make students use basic communication skills – Listening, Speaking, Reading and Writing**
- ✍ **To develop oral communication skills.**
- ✍ **To make the students fluent in thought and speech**
- ✍ **To enable the students to use good English**

UNIT – I:

[6 Hrs]

Introduction to Communication – Listening, Speaking, Reading & writing in Communication – Basic Aspects of Grammar usage.

UNIT – II:

[6 Hrs]

Corporate communication skills - Short speeches for various situations – Framing different types of questions & answers – Corporate etiquette & Communication

UNIT – III:

[6 Hrs]

Reading Skills – Types of Reading – Objectives and methods of improving reading- Reading for Vocabulary.

UNIT – IV:

[6 Hrs]

Mobile Etiquette – Social Media Communications – various forms of communication . E-mail Etiquette.

UNIT – V:

[6 Hrs]

Group Discussions - online presentations – Webinar – online interview methods.

TEXT BOOK:

- 01.Training Manual prepared by the Department of Communicative English

REFERNCES:

01. Anita & Abraham. Practical Communication: Communicative English LSRW 2000.
02. Pillai G. Radhakrishnan, K. Rajeevan and P. Baskaran Nair, Written English for You,Chennai, Emerald Publishers, 1995
03. Tyagi,Kavita, Padma Misra. Advance Technical communication. (2013), PHI Learning private Limited : Delhi.
04. Krishna Mohan and Meera Banerji. Developing Communication Skills, Macmillan , 2009.

Addl.Cre.Course

COMMUNICATIVE ENGLISH PAPER – II

[for MBA Major Students]

SEMESTER II

Code: 218004201

**2 Hrs/Week
Addl. Credit 1**

Objectives:

- ✍ *To Enable students to build a repertoire of functional vocabulary and to move from the lexical level to the syntactic level*
- ✍ *To Train students to use words, sentences, phrases relevant to the immediate communication context*
- ✍ *To Enable students to be fluent in communication.*

UNIT – I:

[6 Hrs]

Conversation Practice – Transcoding & Oral Presentation- Dialogue in Different Situations -Greeting, leave taking, Making requests, Expressing gratitude, apologizing, Complaint - Narration of Incidents & Stories.

UNIT – II:

[6 Hrs]

Extempore – Turn Coat – Compare and Contrast – Role Play - JAM (Just a Minute) - Public Speech

UNIT – III:

[6 Hrs]

Techniques to improve Reading - Reading Comprehension Technique - Types of Reading Comprehension – Reading Short Episodes – Listening Comprehension Techniques.

UNIT – IV:

[6 Hrs]

Hints Developing – Note Making - Paragraph Writing – Types of Paragraph.

UNIT – V:

[6 Hrs]

Drafting Invitation – Story Writing - Diary Writing – Notice writing .

TEXT BOOKS:

01. Kavitha Tyagi and padma Misre. Basic Technical Communication. PHI learning pvt. Ltd.,2012.
02. Shyamala v., Effective English Communication For you, Emerald, 2007.
03. Developing Communication Skills —Krishna Mohan and Meera Banerji Macmillan pvt Ltd., 2009